



Commuter ChoiceSM Employer E-Update

June 2002

The Commuter Choice Employer E-Update: Providing the Latest Highlights to Commuter Choice Employers

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1. EPA Administrator Visits Commuter Choice Employer Wyeth BioPharma

In a tremendous show of support for employers demonstrating their environmental leadership in employer provided commuter benefits programs, EPA Administrator Christie Todd Whitman visited Wyeth Biopharma in Andover, Massachusetts May 31 to help them celebrate their new status as a Commuter Choice Employer. In April, Wyeth Biopharma joined 17 other New England employers that have signed on as partners. Whitman rode the commuter bus that Wyeth helps subsidize and over 100 employees, including Wyeth senior leadership and local officials, attended their press event.

2. Denver event recognizes 24 Area Commuter Choice Employers

The EPA/DOT Commuter Choice Leadership Initiative was in Denver on Thursday, May 30 at a special event to recognize 24 Colorado Commuter ChoiceSM Employers. EPA Region 8 Air Director, Richard Long, was a keynote speaker at the recognition luncheon that was co-sponsored by the Denver Regional Council of Governments (DRCOG), ACT's Rocky Mountain Chapter and the ACT National Office. If you would like your area to be considered for a recognition event, please let us know! Call our hotline at 1-888-856-3131 or email us at commuterchoice@epa.gov with your request and any details.

3. Marketing your Commuter Benefits Program: Quick Tips from Commuter Choice Employers

Want to have a successful and commuter benefits program? Here are a few tips from Commuter Choice Employer “marketing gurus” who spoke at our recent Marketing Phone Forum:

Implement a branding campaign – Linda Bainbridge of Nike, Inc. says they ran a contest to develop a logo and title associated with their commuter benefits program. Nike gave prizes to the winner and incorporated their new commuter benefits program logo on their website. They also made banners for special events, flyers and buttons employees can wear or post on their cubicles.

Host a Bike to Work Day or a Rideshare Day – Karen Hollingsworth of Bellingham Cold Storage in Washington says BCS hosts a Bike to Work Day and BCS “cheerleaders” cheer on their employees at arrival and greet them with bagels and juice. BCS also sponsors a Rideshare Day and participating employees get \$10 gift certificates for gas.

Pay Employees to Focus on Commute Alternatives – Carolyn Martin at St. Joseph’s Hospital in Washington says that St. Joseph’s pays any of its 1,800 employees \$1.50 a day for using commuting alternatives. Hundreds of employees now participate each month.

Run a “Spokes for Folks” Program – Jan Ward, ETC Coordinator for the City of Boulder, Colorado shared that the city of Boulder provides free bikes for employee use.

These are just a few of the many marketing ideas shared by our speakers at our recent phone forum. Keep your eyes tuned for Phone Forum Summaries soon to be posted at www.commuterchoice.gov.

4. Commuter Choice Leadership Initiative Welcomes 15 New Commuter Choice Employers in May

The Commuter Choice Leadership Initiative welcomes the following Commuter Choice Employers who signed on to the Initiative in May:

Colorado: Sage Hospitality Resources, Regional Transportation District, Transportation Expansion Project (T-Rex), 21 Wheels, City of Fort Collins, Historic Denver Inc., REI; **Connecticut:** PanAmSat Corporation, Time Warner Cable; **Washington, DC:** Conservation International; **Maryland:** Calvert Group; **Massachusetts:** Staples, Inc.; **New York:** Avon; **North Carolina:** University of North Carolina; **Virginia:** The Destination Sales & Marketing Group.

If there is someone in your organization who you want us to include on our *Commuter Choice E-Update* distribution list, please e-mail your request to commuterchoice@epa.gov with "Add to *Commuter Choice E-Update*" as the subject and the individual's e-mail address in the message text. If you would like to have your name removed from this list and have another person's name from your organization added to our distribution list, please send us an e-mail message to commuterchoice@epa.gov with "Remove from *Commuter Choice E-Update*" as the subject line. Please provide us with the e-mail address of the new contact person for your organization.